RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 27, 1997

RJR Account #088080
Mr. D. Calderon
J. A. CALDERON CO.

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Dave:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 71 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. ***(Enough product has been ordered to pack 60 Displays; utilize on-hand product to pack additional 11 Displays.)*** All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-16612	*FF King*	1
12300-15312	*FF 100*	1
12300-15112	*Light King*	1
12300-15212	*Light 100*	1

Product / Premium Arrival: March 24, 1997
Ship Date to Retail: Week of: March 31, 1997

Lighters: (Item #521573)
SKU CUBE: 1.1490
SKU WT (w/o Product): 4.1900 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT $ Amount: $2,118.98
Non-EFT $ Amount: $N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/mqym0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$133.00 (4 3/4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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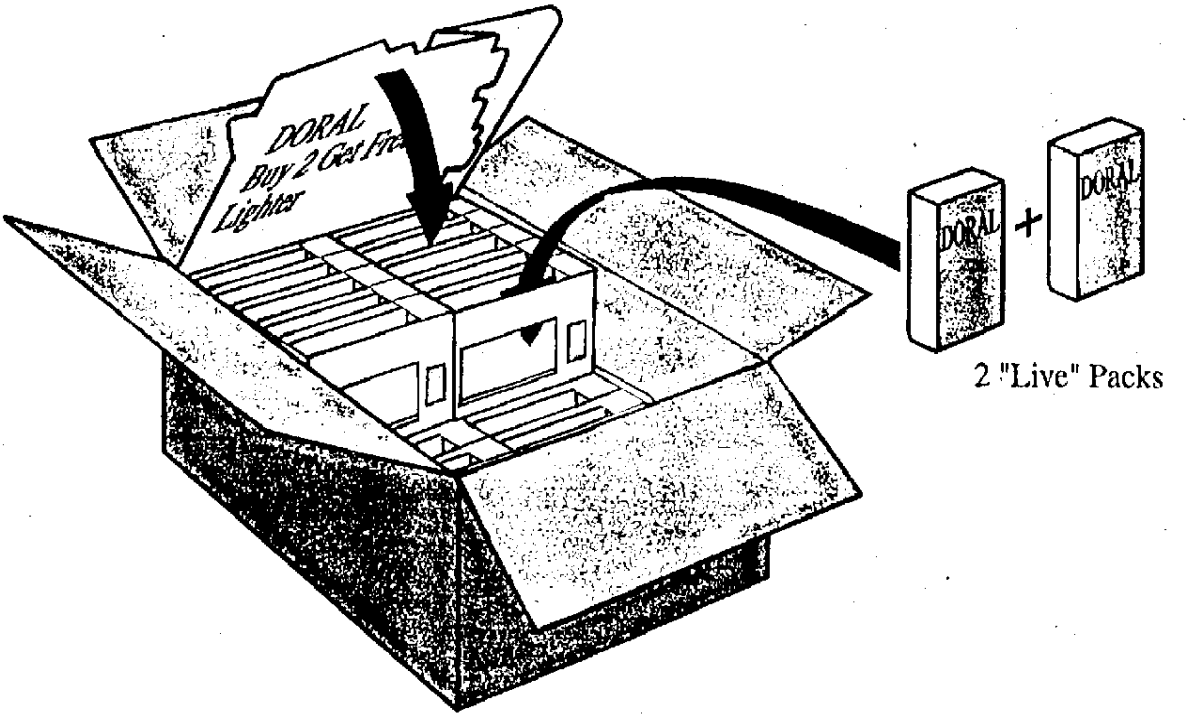
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716)663-4232
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716)546-7140
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	2				(716)254-4910
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	2				(716)232-7980
162605	162620	679346	DOLLAR&MORE STORE	6144 STATE ROUTE	WILLIAMSON	NY	14589	5				(315)589-3093
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716)381-5764
162604	162630	657232	MATHIAS PATRAWALA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1		0362-0102		(716)663-3059
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716)663-8110
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716)266-5284
162604	162620	763803	CFM #33-055	1404 NORTON ST	ROCHESTER	NY	14621	1		0990-0000		(716)467-5685
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716)274-4850
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716)426-2151
162605	162620	578794	DOLLAR&MORE STORE	MAIN STREET	SODUS	NY	14551	5				(315)483-0943
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	3				(315)946-9601
162602	162630	600125	TWENTY-TWENTY MARKE	2020 RIDGE RD W	ROCHESTER	NY	14626	1				(716)225-7480
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716)461-4497
162603	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	2				(716)243-2426
162605	162232	724735	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	1				(315)789-0680
162605	162232	763306	WOLCOTT BARGINE CTN	10 NEW HARTFORD S	WOLCOTT	NY	14590	5				(315)594-2517
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2				(716)271-1390
162604		624695	RABEEH'S MINI MARKE	954 JAY STREET	ROCHESTER	NY	14608	1				(716)436-0543
162604	162621	660682	JUST FOR TODAY	25 FRANKLIN ST	ROCHESTER	NY	14604	1				(716)546-7490
162604	162620	730966	TRANSIT FOOD MKT	1674 NORTON ST	ROCHESTER	NY	14609	1				(716)342-6630
162604		737943	WATERFRONT DELI	26 LONG POND RD	ROCHESTER	NY	14612	1				(716)723-1369
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	2				(716)482-7547
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716)288-2540
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	NYS			(716)964-2430
162605		764125	BECKER PHARMACY	MAIN ST	RED CREEK	NY	13143	1	NYS			(315)754-6351
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS			(716)244-6310
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	2	NYS			(716)637-9893
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	2	NYS			(716)235-2269
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	NYS			(716)482-7920
162604	162621	416235	MIKE HAHER'S MOBIL	1810 MOUNT HOPE A	ROCHESTER	NY	14620	1	NYS		917872	(716)244-3318
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS	0990-0000		(716)426-5140
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	NYS			(716)392-5080
162605	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	5	NYS			(315)923-2031
162602	162621	764179	CFM #33-048	4179 BUFFALO RD	ROCHESTER	NY	14624	1	NYS	0990-0000		(716)594-2850
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1	NYS			(716)223-7645
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1	NYS			(716)458-1770
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000		(716)227-2157

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TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS			(716)377-0631
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	NYS			(716)663-4353

PAGE BREAK TOTAL ACCOUNTS 44 TOTAL QUANTITY 71

TEMPLATE TOTAL ACCOUNTS 44 TOTAL QUANTITY 71

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 03/25/97

ACCOUNT NUMBER: 088080
VOUCHER NUMBER: 15347749
DATE WRITTEN: 03/25/97
STATUS: PAID
AMOUNT PAID: 133.00

J. A. CALDERON CO.
1467 MAIN ST E
ROCHESTER , NY 14609

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.75	133.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/AZ

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